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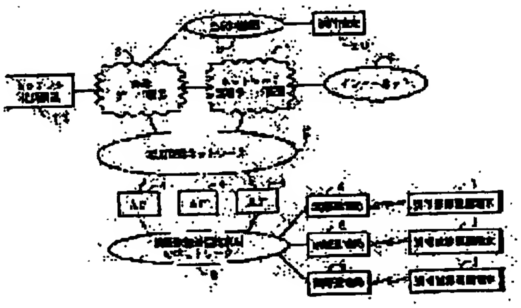
(54) INFORMATION COMMUNICATION SYSTEM AND TERMINAL AND CONTROL METHOD FOR SUPPLY OF ADVERTISEMENT

(57)Abstract:
PROBLEM TO BE SOLVED: To flexibly control the supply of advertisements, e.g. the control of the supply method of advertisements, the control of times of advertisements, etc., by providing an advertisement supply control means which controls the supply of advertisement information stored in a nonvolatile memory to users, based on the analysis result of the advertisement control attribute information, etc.
SOLUTION: A plurality of portable radio communication terminals 1 are connected to a common server device 2 via a portable radio communication terminal network 3 and an exclusive basic network 5 which is connected to the network 3 via one or plural access points AP 4. The advertisement information is sent to the terminals 1 from the device 2 and stored in a flash memory serving as a nonvolatile memory. The advertisement information includes the added advertisement supply control attribute information showing the supply time limit, the supply limit times and the supply method of the advertisement information. Every terminal 1 decides to actually supply an advertisement or not in a connection mode and to control execution of the advertisement, based on the advertisement supply control attribute information.



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CLAIMS

[Claim(s)]

[Claim 1] It consists of server equipment and an information communication terminal. Said server equipment A means to generate a channel between this information communication terminal by the connection request from said information communication terminal, An advertising information transmitting means to transmit the advertising information which includes advertising offer control attribute information as additional information to said information communication terminal through the channel generated by said connection request. The means for a preparation and said information communication terminal sending out said connection request to said server equipment in response to connection-request actuation of a user, and generating said channel between said server equipment, An advertising information storage means to memorize said advertising information sent from said server equipment through said channel to nonvolatile memory, An attribute information analysis means to read and analyze said advertising offer control attribute information on the advertising information memorized by said nonvolatile memory in providing a user with the advertising information memorized by said nonvolatile memory, The telecommunications system characterized by having the advertising offer control means which controls offer to the user of the advertising information memorized by said nonvolatile memory based on the analysis result of said advertising offer control attribute information by said attribute information analysis means.

[Claim 2] In an telecommunications system according to claim 1 said advertising offer control attribute information It is the information about an advertising period. Said attribute information analysis means It is what detects said advertising period. Said advertising offer control means The telecommunications system characterized by comparing with a current event the advertising period detected with said attribute information analysis means, and controlling offer to said user of the advertising information memorized by said nonvolatile memory based on the comparison result.

[Claim 3] In an telecommunications system according to claim 1 said advertising offer control attribute information It is the information about the count of a limit of offer of the advertisement to a user. Said attribute information analysis means It is what detects said count of a limit. Said advertising offer control means While holding the count of offer to the user of the advertising information memorized by said nonvolatile memory The count of a limit which was detected with said attribute information analysis means in providing a user with advertising information, The telecommunications system characterized by controlling offer to said user of the advertising information with which said held advertising information measures the count with which the user was provided, and is remembered to be by said nonvolatile memory based on the comparison result.

[Claim 4] In an telecommunications system according to claim 1 said advertising offer control attribute information It is the information about the offer approach of the advertisement to a user. Said attribute information analysis means It is what detects the offer approach of said advertisement. Said advertising offer control means In case the advertising information memorized by said nonvolatile memory to a user is offered The telecommunications system characterized by controlling offer to said user of the advertising information which judges whether the offer approach of said advertisement detected with said attribute information analysis means is suited, and is memorized by said nonvolatile memory based on the decision result.

[Claim 5] In an telecommunications system according to claim 1 to said nonvolatile memory Two or more advertising information is what is stored simultaneously. Said advertising offer control means It is that with which changes said two or more advertising information for every time one by one, and a user is provided. The telecommunications system characterized by having replaced with the advertising information it became impossible to provide to a user based on the analysis result of said advertising offer control attribute information on said attribute information analysis means, and establishing a means to incorporate the new advertising information from said server equipment to said nonvolatile memory.

[Claim 6] In an telecommunications system according to claim 3 to said nonvolatile memory Two or more advertising information is what is stored simultaneously. Said advertising offer control means While changing said two or more advertising information for every time one by one and providing for a user The advertising information to which each advertising information carried out the multiplier of the count with which the user was provided, and the count of offer to said said user by whom the multiplier was done became equal to the count of a limit detected with said attribute information analysis means The telecommunications system characterized by establishing a means to incorporate the new advertising information from said server equipment to said nonvolatile memory.

[Claim 7] The means for sending out said connection request to said server equipment, and generating said channel between said server equipment in response to connection-request actuation of a user, An advertising information storage means to memorize said advertising information which includes advertising offer control attribute information as additional information sent from said server equipment through said channel to nonvolatile memory, An attribute information analysis means to read and analyze said advertising offer control attribute information on the advertising information memorized by said nonvolatile memory in providing a user with the advertising information memorized by said nonvolatile memory, The information communication terminal characterized by having the advertising offer control means which controls offer to the user of the advertising information memorized by said nonvolatile memory based on the analysis result of said advertising offer control attribute information by said attribute information analysis means.

[Claim 8] It is the information communication terminal characterized by for said advertising offer control attribute information to be the information about an advertising period, for said attribute information analysis means to detect said advertising period in an information communication terminal according to claim 7, and for said advertising offer control means to compare with a current event the advertising period detected with said attribute information analysis means, and to control offer to said user of the advertising information memorized by said nonvolatile memory.

[Claim 9] In an information communication terminal according to claim 7 said advertising offer control attribute information It is the information about the count of a limit of offer of the advertisement to a user. Said attribute information analysis means It is what detects said count of a limit. Said advertising offer control means While holding the count of offer to the user of the advertising information memorized by said nonvolatile memory The count of a limit which was detected with said attribute information analysis means in providing a user with advertising information. The information communication terminal characterized by controlling offer to said user of the advertising information with which said held advertising information measures the count with which the user was provided, and is remembered to be by said nonvolatile memory.

[Claim 10] In an information communication terminal according to claim 7 said advertising offer control attribute information It is the information about the offer approach of the advertisement to a user. Said attribute information analysis means It is the information communication terminal characterized by detecting the offer approach of said advertisement and said advertising offer control means controlling offer to said user of the advertising information memorized by said nonvolatile memory according to the offer approach of said advertisement detected with said attribute information analysis means.

[Claim 11] In an information communication terminal according to claim 7 to said nonvolatile memory Two or more advertising information is what is stored simultaneously. Said advertising offer control means It is that with which changes said two or more advertising information for every time one by one, and a user is provided. The information communication terminal characterized by having replaced with the advertising information it became impossible to provide to a user based on the analysis result of said advertising offer control attribute information on said attribute information analysis means, and establishing a means to incorporate the new advertising information from said server equipment to said nonvolatile memory.

[Claim 12] In an information communication terminal according to claim 9 to said nonvolatile memory Two or more advertising information is what is stored simultaneously. Said advertising offer control means While changing said two or more advertising information for every time one by one and providing for a user The advertising information to which each advertising information carried out the multiplier of the count with which the user was provided, and the count of offer to said said user by whom the multiplier was done became equal to the count of a limit detected with said attribute information analysis means The information communication terminal characterized by establishing a means to incorporate the new advertising information from said server equipment to said nonvolatile memory.

[Claim 13] When server equipment and an information communication terminal are connected through the channel, said information communication terminal is received from said server equipment. The advertising information transmitting process of transmitting the advertising information which includes advertising offer control attribute information as additional information, In the advertising information storage process that said information communication terminal stores in the nonvolatile memory said advertising information transmitted according to said advertising information transmitting process, and said information communication terminal The advertising offer control approach of coming to provide the advertising offer control process which controls activation of offer to the user of the advertising information stored in said nonvolatile memory based on the analysis result of said the advertising offer control attribute information by said advertising information storage process.

[Claim 14] It is the advertising offer control approach of carrying out controlling offer to said user of the advertising information which said advertising offer control attribute information is the information about an advertising period, and compares the advertising period of said advertising offer control attribute information with a current event at said advertising offer control process, and is memorized by said nonvolatile memory based on the comparison result in the offer control approach of an advertisement according to claim 13 as the description.

[Claim 15] In the offer control approach of an advertisement according to claim 13 said advertising offer control attribute information It is the information about the count of a limit of offer of the advertisement to a user. At said advertising offer control process While holding the count of offer to the user of the advertising information memorized by said nonvolatile memory The offer control approach of the advertisement characterized by controlling offer to said user of the advertising information which measures the count of a limit of said advertising offer control attribute information, and the count by which the user was provided with said held advertising information, and is memorized by said nonvolatile memory based on the comparison result.

[Claim 16] It is the advertising offer control approach of carrying out controlling the advertising information which said advertising offer control attribute information is the information about the offer approach of the advertisement to a user, and is memorized by said nonvolatile memory at said advertising offer control process in the offer control approach of an advertisement according to claim 13 according to the offer approach of the advertisement of said advertising offer control attribute information to provide to said user as the description.

[Claim 17] In the offer control approach of an advertisement according to claim 13 to said nonvolatile memory Two or more advertising information is what is stored simultaneously. At said advertising offer control process It is that with which changes said two or more advertising information for every time one by one, and a user is provided. The offer control approach of the advertisement characterized by having replaced with the advertising information it became impossible to provide to a user based on the analysis result of said advertising offer control attribute information, and establishing the process which incorporates the new advertising information from said server equipment to said nonvolatile memory.

[Claim 18] In the offer control approach of an advertisement according to claim 15 to said nonvolatile memory Two or more advertising information is what is stored simultaneously. At said advertising offer control process While changing said two or more advertising information for every time one by one and providing for a user The advertising information to which each advertising information carried out the multiplier of the count with which the user was provided, and the count of offer to said said user by whom the multiplier was done became equal to said count of a limit The offer control approach of the advertisement characterized by establishing the process which incorporates the new advertising information from said server equipment to said nonvolatile memory.

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DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]
[Field of the Invention] According to the demand from an information communication terminal, this invention relates to the information communication terminal and pan which are used for the telecommunications system which is made to perform data transmission services, such as facsimile communication, and an electronic mail communication link or communications service, and this system at the advertising offer control approach, when server equipment collaborates.

[0002]
[Description of the Prior Art] Recently, the wireless data transmission services various data, such as not only voice communication but text data and image data, are made to radiocommunicate attract attention from the spread of walkie-talkie communication terminals, such as a PHS terminal, and the improvement in the speed of the transmission speed of data communication using these walkie-talkie communication terminal.

[0003] For example, in the example which uses a PHS terminal, the 32k-bit per second data communication of transmission speed becomes possible, it becomes a transmission speed comparable as 28.8k bits per second which is the transmission speed at the time of using a modem by the analog telephone line, or 33.6k bits per second, and an exchange of an electronic mail and the environment which facsimile communication etc. can perform from the outdoors by the walkie-talkie communication terminal are ready.

[0004]
[Problem(s) to be Solved by the Invention] By the way, there is a demand which presupposes the communications service which leads the facsimile communication, the electronic mail communication link, or the Internet which it is going to use using an information communication terminal that he wants to use as cheaply as possible. For the user of a walkie-talkie communication terminal who uses data transmission services especially through a radiocommunication circuit, since connection fees become a large sum compared with the general public line which led the telephone cable, the demand given to wanting to receive various kinds of data transmission services at a cheap tariff is high.

[0005] Then, when offering data transmission services, it is possible to offer the data transmission services which added advertising information, such as institutional advertising and a product advertisement. That is, for example, advertising information is made to accompany the main information offered by data transmission services, it provides for an information communication terminal, and the main information and advertising information are displayed on the display screen of an information communication terminal. Thus, if advertising information is offered to the user of an information communication terminal, data transmission services can be offered at a cheap tariff by collecting an advertising rate from an advertiser and allotting this to the cost which starts in order to offer data transmission services.

[0006] However, the usual offer gestalt of the advertisement currently performed on the Internet is a method which assigns some tooth spaces of the display screen of an information communication terminal to advertising information, and it includes advertising information beforehand in a part of provided information, and he is trying to transmit it to an information communication terminal. For this reason, exchange actuation of the data stuck as actuation of sticking an advertisement on the file of HTML, or an advertisement, according to a human activity or a response of a system by the server equipment side which offers advertising information etc. needed to change the data itself which transmits to an information communication terminal.

[0007] Moreover, even if it was the case where the same advertisement was carried out, with provided information, advertising information needed to be transmitted to the information communication terminal, and the result which forces it useless communication link cost was caused each time.

[0008] Then, these people have proposed the following advertising offer methods previously. That is, when the information communication terminal is connected with server equipment through the channel, advertising information is beforehand transmitted to an information communication terminal from server equipment. The received advertising information is stored in nonvolatile memory (in this description, the memory backed up by the cell shall also be included in nonvolatile memory) in the information communication terminal. And an information communication terminal reads the advertising information stored in nonvolatile memory to the latency times for example, with server equipment, such as connection processing, and provides a user with it.

[0009] According to this advertising offer method proposed previously, since advertising information is a method sent to an information communication terminal beforehand, the processing which sticks an advertisement on the file of HTML as service data which transmits to an information communication terminal by the server equipment side, exchange actuation of the data stuck as an advertisement, etc. completely become unnecessary.

[0010] Moreover, from server equipment, when repeating the same advertisement, since it is not necessary to send advertising information again, there is a merit which can exclude useless communication link cost.

[0011] However, in the case of the method which transmits advertising information to the information communication terminal, the stage when a user is provided with an advertisement is not manageable by the server equipment side beforehand in this way. That is, it is because the stage when a user supplies a power source to an information communication terminal at, makes it a busy condition at, and receives advertising offer is arbitrary.

[0012] For this reason, the case where it is not provided effectively — a period advertisement with a time limit which makes it the content for specific service to be able to receive only the defined period for example, is offered to the timing outside said period — arises.

[0013] Moreover, in the case of the approach of adding advertising information to provided information and sending from server equipment about control of the offer approach of the advertisement of making it want to provide, for example for a user only during midnight and a weekend etc., and control of the count of an advertisement, it is possible to manage the offer approach and a count by the server equipment side, but By the method which transmits only advertising information to an information communication terminal, and is beforehand memorized in memory, there was a problem that it could not respond to those advertising offer control.

[0014] Even if this invention is the method which transmits advertising information from server equipment beforehand to the information communication terminal in view of the above point, it aims at offering the information communication terminal which uses offer of advertisements, such as an advertisement of a period with a time limit, and control of the advertising offer approach, control of the count of an advertisement, for a flexibly controllable telecommunications system and this system, and the advertising offer control approach.

[0015]

[Means for Solving the Problem] In order to solve the above-mentioned technical problem, the telecommunications system of invention of claim 1 It consists of server equipment and an information communication terminal. Said server equipment A means to generate a channel between this information communication terminal by the connection request from said information communication terminal, An advertising information transmitting means to transmit the advertising information which includes advertising offer control attribute information as additional information to said information communication terminal through the channel generated by said connection request. The means for a preparation and said information communication terminal sending out said connection request to said server equipment in response to connection-request actuation of a user, and generating said channel between said server equipment, An advertising information storage means to memorize said advertising information sent from said server equipment through said channel to nonvolatile memory, An attribute information analysis means to read and analyze said advertising offer control attribute information on the advertising information memorized by said nonvolatile memory in providing a user with the advertising information memorized by said nonvolatile memory, It is characterized by having the advertising offer control means which controls offer to the user of the advertising information memorized by said nonvolatile memory based on the analysis result of said advertising offer control attribute information by said attribute information analysis means.

[0016] Invention of claim 2 is set to an telecommunications system according to claim 1. Moreover, said advertising offer control attribute information It is the information about an advertising period. Said attribute information analysis means It is characterized by detecting said advertising period, and for said advertising offer control means comparing with a current event the advertising period detected with said attribute information analysis means, and controlling offer to said user of the advertising information memorized by said nonvolatile memory based on the comparison result.

[0017] Invention of claim 3 is set to an telecommunications system according to claim 1. Moreover, said advertising offer control attribute information It is the information about the count of a limit of offer of the advertisement to a user. Said attribute information analysis means It is what detects said count of a limit. Said advertising offer control means While holding the count of offer to the user of the advertising information memorized by said nonvolatile memory The count of a limit which was detected with said attribute information analysis means in providing a user with advertising information, Said held advertising information measures the count with which the user was provided, and is characterized by controlling offer to said user of the advertising information memorized by said nonvolatile memory based on the comparison result.

[0018] Invention of claim 4 is set to an telecommunications system according to claim 1. Moreover, said advertising offer control attribute information It is the information about the offer approach of the advertisement to a user. Said attribute information analysis means It is what detects the offer approach of said advertisement. Said advertising offer control means In case the advertising information memorized by said nonvolatile memory to a user is offered It judges whether the offer approach of said advertisement detected with said attribute information analysis means is suited, and is characterized by controlling offer to said user of the advertising information memorized by said nonvolatile memory based on the decision result.

[0019] Invention of claim 5 is set to an telecommunications system according to claim 1. Moreover, to said nonvolatile memory Two or more advertising information is what is stored simultaneously. Said advertising offer control means It is that with which changes said two or more advertising information for every time one by one, and a user is provided. It is characterized by having replaced with the advertising information it became impossible to provide to a user based on the analysis result of said advertising offer control attribute information on said attribute information analysis means, and establishing a means to incorporate the new advertising information from said server equipment to said nonvolatile memory.

[0020] Invention of claim 6 is set to an telecommunications system according to claim 3. Furthermore, to said nonvolatile memory Two or more advertising information is what is stored simultaneously. Said advertising offer control means While changing said two or more advertising information for every time one by one and providing for a user The advertising information to which each advertising information carried out the multiplier of the count with which the user was provided, and the count of offer to said said user by whom the multiplier was done became equal to the count of a limit detected with said attribute information analysis means It is characterized by establishing a means to incorporate the new advertising information from said server equipment to said nonvolatile memory.

[0021] In invention of claim 1 of an above-mentioned configuration, it is beforehand transmitted to an information communication terminal from server equipment, and advertising offer control attribute information is added to the advertising information stored in nonvolatile memory. In an information communication terminal, when considering advertising information as an offer activity at a user, this advertising offer control attribute information is analyzed with an attribute information analysis means. And an advertising offer control means controls whether a user is actually provided with the advertising information memorized by nonvolatile memory using the analysis result.

[0022] Advertising offer control attribute information is the information concerning an advertising period in the case of claim 2. For example, when the telophase is set and a current event is after the telophase of an advertising period as an advertising period, an advertising offer control means does not read the advertising information from nonvolatile memory, and does not offer the advertisement to a user. Thereby, the nonconformity which provides a user with the advertisement after the telophase of an advertising period can be prevented.

[0023] Advertising offer control attribute information is the information concerning the count of a limit of offer of the advertisement to a user in the case of invention of claim 3. Although it will perform offer to the user of the advertisement if the count with which measured the count which provided the user with the advertising information, and the count of an offer limit of the advertisement concerned detected with the attribute information analysis means, and the user was provided is less than a count of a limit in case an advertising offer control means tends to provide a user with an advertisement When it is over the count of a limit, the advertisement to a user is not offered.

[0024] Thus, since the offer method of the advertisement which restricted the count of offer to a user is realizable, the advertising rate according to the count of offer can be set up to an advertiser, for example.

[0025] Advertising offer control attribute information is the information concerning the offer approach of the advertisement to a user in the case of invention of claim 4. "As for example, advertising offer control attribute information It is what carries out the advertisement to a user to the latency time when an information communication terminal advances a connection request to server equipment. When the connection request is performed at midnight and offer is determined as activation" It judges whether an advertising offer control means agrees on the conditions of the offer approach of said advertisement detected with said attribute information analysis means, when having agreed on the conditions of the offer approach, advertising offer is performed, and when having not agreed on the conditions of the offer approach, the advertisement to a user is not offered.

[0026] Moreover, in invention of claim 5, two or more advertising information is simultaneously stored in nonvolatile memory, and an advertising offer control means changes two or more advertising information for every time one by one, and provides a user with it. Therefore, a user is provided with a different advertisement for every time even if it is the case where an advertisement is offered on the same conditions. And for example, it is shown by advertising offer control attribute information, an advertising period, the count of an advertisement, etc. are detected and the advertising information to which the advertising information over which the advertising period passed, and the count of an advertisement became the count of a limit is rewritten from server equipment to new advertising information in nonvolatile memory.

[0027] Therefore, even if it is offer to the user using the advertising information currently stored in the information communication terminal, the offer approach of a flexible advertisement which is distributed is realizable from server equipment each time.

[0028] In invention of claim 6, when advertising offer control attribute information has appointed the count of an advertising limit, two or more advertising information is stored in the nonvolatile memory of an information communication terminal. And each advertising information carries out the multiplier of the count with which the user was provided, and an advertising offer control means holds the count of offer to the user for every advertisement, respectively while it changes said two or more advertising information for every time one by one and provides a user with it.

[0029] Thus, the advertising information to which the count of offer to a user became equal to the count of a limit detected with the attribute information analysis means when constituted is rewritten from server equipment to new advertising information in nonvolatile memory.

[0030] According to invention of this claim 6, even if it is the advertising information from which the count of an advertising limit differs, respectively, it can provide one by one.

[0031]

[Embodiment of the Invention] Hereafter, the gestalt of operation of the advertising offer control approach in the telecommunications system and information communication terminal list by this invention is explained, referring to drawing.

[0032] In the gestalt of this operation, the case where two or more information communication terminals in privity of contract are connected with this server equipment through a network to one common server equipment, and an telecommunications system is constituted is explained.

[0033] In the case of the gestalt of this operation, an information communication terminal is considered as the configuration of a walkie-talkie communication terminal, and it has the function to receive information offer from common server equipment, and also considers as a configuration equipped also with the data communication facility of the telephone function of PHS (Personal Handyphone System) and facsimile, and an electronic mail. And on the occasion of facsimile or an electronic mail, when each walkie-talkie communication terminal and said server equipment collaborate, information transmission to the other party who wishes from each walkie-talkie communication terminal, and reception of the information addressed to themselves are constituted so that it may be carried out.

[0034] Moreover, in the gestalt of this operation, when the connection which minds a network from an information communication terminal to common server equipment is required, the user of an information communication terminal is provided with an advertisement using the latency time to the completion of connection processing. By this example, an information communication terminal sends advertising information to an information communication terminal from common server equipment in the condition of having made the information which carried out the offer demand accompanying. An information communication terminal stores the advertising information in nonvolatile memory if needed, and uses it for advertising offer to the user in the latency time to the aforementioned completion of connection processing.

[0035] And in case advertising offer control attribute information is added to advertising information in this case, an information communication terminal tends to read advertising information from nonvolatile memory and it is going to provide for a user, this advertising offer control attribute information is analyzed, and it controls whether a user is actually provided with an advertisement based on that analysis result. In addition, he is trying to add advertising offer control attribute information to advertising information as an identifier (henceforth CM identifier) of advertising information with the gestalt of this operation, so that it may mention later.

[0036] Next, the detail of an telecommunications system is explained.

[0037] [Explanation of network system] drawing 2 is drawing for explaining the conceptual configuration of the communication network system with which the gestalt of implementation of this invention was applied, and the walkie-talkie communication terminal in which 1 has common server equipment and privity of contract, and 2 are common server equipment in this drawing 2. Two or more walkie-talkie communication terminals 1 and common common server equipment 2 are connected through the network 3 for walkie-talkie communication terminals, and the exclusive trunk-line data service network 5 connected through the access point 4 of 1 - plurality to this network 3.

[0038] Although other walkie-talkie communication terminals which are not in privity of contract are connected with common server equipment 2 in the network 3 for walkie-talkie communication terminals, the walkie-talkie communication terminal which can receive the communications service from common server equipment 2 which is mentioned later is only the walkie-talkie communication terminal 1 privity of contract was contracted [communication terminal] with this common server equipment 2 beforehand. In order to avoid confusion with a walkie-talkie communication terminal without privity of contract with common server equipment 2, in the following explanation, the walkie-talkie communication terminal in common server equipment 2 and privity of contract will be called a member terminal.

[0039] Wireless connection of each of two or more member terminals 1 and other walkie-talkie communication terminals of the same kind is made to the base transceiver station 6 prepared per predetermined area in consideration of the range which an electric wave reaches. In the networks 3 for walkie-talkie communication terminals, such as connection between base transceiver station 6 comrades, an optical cable is used, for example.

[0040] To the exclusive trunk-line data service network 5, the network administration server equipment 7 which manages this network 5 is connected. This network administration server equipment 7 manages the so-called routing between common server equipment 2 and the member terminal 1. Therefore, when it sees from in [routing managing with network administration server equipment 7], common server equipment 2 can be positioned as one of the terminal units connected to the exclusive trunk-line data service network 5. In addition, this network administration server equipment 7 is connected also to the Internet 8 in this case. The server equipment of each claim of this invention includes said common server equipment 2 and network administration server equipment 7.

[0041] And in the gestalt of this operation, also directly, it connects to common server equipment 2, and network administration server equipment 7 is constituted so that the access hysteresis to the common server equipment 2 from the member terminal 1 etc. may be sent to common server equipment 2 from network administration server equipment 7. That is, it constitutes from a gestalt of this operation so that common server equipment 2 may perform member synthesis management of accounting log collection of the member terminal 1 etc.

[0042] That is, in the case of the gestalt of this operation, the member terminal 1 has common server equipment 2 and privity of contract, and is not in network administration server equipment 7 and privity of contract. And common server equipment 2 entrusts the management on the network connection of the member terminal 1 to network administration server equipment 7, and privity of contract is also between common server equipment 2 and network administration server equipment 7. Therefore, other exclusive trunk-line data service network and its network administration server equipment can be connected with the above-mentioned exclusive trunk-line data service network 5 and its network administration server equipment 7 by common server equipment 2 with the completely same relation.

[0043] When it sees from common server equipment 2 in the case of the gestalt of this operation Although it manages so that it may pass along the exclusive trunk-line data service network which assigned the specific exclusive trunk-line data service network, and surely assigned access to the common server equipment 2 from each member terminal 1 to the member terminals to each member terminal 1 Since the privity of contract between common server equipment 2 and network administration server equipment 7 is completely unrelated when it sees from the member terminal 1, the member terminal 1 accesses only common server equipment 2, and comes to be managed only by common server equipment 2.

[0044] By giving all the service functions with which each network administration server equipment 7 is equipped to common server equipment 2, for example according to such a network administration configuration In order that the user of the member terminal 1 may receive the various services with which each network administration server equipment 7 is equipped it does not contract to each network administration server equipment 7, but common server equipment 2 and privity of contract are only produced, the various services which this common server equipment 2 has can be received now, and it is dramatically convenient.

[0045] And it connected with the public line network 9, and common server equipment 2 is equipped with the function for the member terminal 1 to send and receive commo data among the communication terminals 10, such as a facsimile terminal connected to this public line network 9, and a personal computer, so that it may mention later.

[0046] Furthermore, in the gestalt of this operation, common server equipment 2 is equipped with the storage section which becomes some databases of provided information, in order to perform communications service to the member terminal 1. Moreover, it connects with contents offer equipment 11, and common server equipment 2 acquires the information used as the remainder of the database of the provided information from this contents offer equipment 11 to a member, and provides the member terminal 1 with it.

[0047] Furthermore, common server equipment 2 manages the advertising information supplied to the member terminal 1 as some databases. And in this case, common server equipment 2 sets up the advertising offer control attribute which makes advertising offer length, advertising offer timing, the advertising offer approach, the count of advertising offer, etc. the content of an attribute about each advertising information, and manages it with the additional information showing that advertising offer control attribute. The advertising offer control attribute was expressed with the gestalt of this operation to the identifier (CM identifier) of each advertising information, and is managed with it. And in case advertising information is transmitted to the member terminal 1, CM identifier is added and it transmits.

[0048] In the gestalt of this operation, advertising information is transmitted to the member terminal 1 linked to common server equipment 2 with the information transmitted from common server equipment 2 at the time of that connection so that the after-mentioned may also be carried out. The member terminal 1 writes advertising information with the CM identifier in nonvolatile memory if needed so that it may mention later.

[0049] The offer firm which has the information with which a member is provided has contents offer equipment 11, by the agreement with the service firm which has common server equipment 2, delivery and common server equipment 2 store the service information for the information with which it provides at any time as databases at common server equipment 2, and it provides at any time with the information according to the demand from the member terminal 1. In drawing 2, although contents offer equipment 11 was shown only one piece, also when two or more contents offer equipments 11 are connected to common server equipment 2, of course, there is.

[0050] Moreover, the connection mode of common server equipment 2 and contents offer equipment 11 may be connected through the case where it connects through a dedicated line, and networks, such as the Internet.

[0051] Although acquiring the information from contents offer equipment 11, storing it in the internal-memory section of common server equipment 2 at any time, and making the content of storage of the internal-memory section into the newest is also considered, when contents offer equipment 11 becomes a large number and provided information becomes abundant, there is a problem that the memory section of common server equipment 2 must be made large-scale.

[0052] On the other hand, if common server equipment 2 acquires only information with that demand from contents offer equipment 11 and it is made to provide for the member terminal 1 like the gestalt of this operation when there is a demand from the member terminal 1, the magnitude of the memory section of common server equipment 2 will not become large-scale. Moreover, whenever the information with which contents offer equipment 11 is equipped is always updated, common server equipment 2 only acquires information from contents offer equipment 11, and can provide the member terminal 1 with the newest information.

[0053] And with the gestalt of this operation, since common server equipment 2 is the configuration with which is connected to the contents offer equipment 11 of 1 - plurality, collects intensively the information from these contents offer equipments 11, and the member terminal 1 is provided It is not necessary to contract to each contents offer equipment 11 and, and required information can be received from common server equipment 2 at the member terminal 1 regardless of the format of the information from two or more contents offer equipments 11 etc.

[0054] In addition, as the offer approach to the common server equipment 2 of the contents by the offer firm which has the provided information of a proper, it connects through a dedicated line or a network as mentioned above, and does not provide for common server equipment 2, but a contents offer firm provides common server equipment 2 with record media, such as CD-ROM, and there is also a mode make it make the storage section of common server equipment 2 memorize.

[0055] In the gestalt of this operation, if the agreement of the user of the walkie-talkie communication terminal 1 and the possession firm of common server equipment 2 is performed, as mentioned above, the walkie-talkie communication terminal 1 will turn into the member terminal 1. For example, that a user purchases the member terminal 1 can consider as generating of the privity of contract to common server equipment 2.

[0056] That is, when a user purchases by using a walkie-talkie communication terminal as the member terminal 1, as mentioned above to the member terminal 1, the address information of the common server equipment 2 which led the specific exclusive trunk-line data service network for every terminal is given beforehand, and the address information is stored in the nonvolatile memory of the member terminal 1. Moreover, for example, the terminal ID, Member ID, and a password are stored in this nonvolatile memory as member identification information which shows that it is a member terminal.

[0057] Although a terminal salesman and a purchaser may perform write-in registration to the nonvolatile memory of the member terminal 1 of such information at the time of the purchase of the member terminal 1, actuation of inputting address information and the information on other becomes completely unnecessary by writing in the memory of a terminal beforehand as mentioned above. The member terminal 1 can be made to use, without not making a user conscious of common server equipment, and carrying out troublesome actuation by this.

[0058] The mail address of the terminal ID of the member terminal with which privity of contract was concluded or Member ID, and the member terminal 1, a facsimile number, the telephone number, etc. are memorized as member terminal information by common server equipment 2.

[0059] And the member terminal 1 performs processing automatically connected to common server equipment 2 using the address information and member identification information the above is beforehand remembered to be in advance of it when it is the member terminal 1 and the communications service of common server equipment 2 is received, and when it is the member terminal 1 and processing of facsimile communication or an electronic mail communication link is started so that the after-mentioned may also be carried out.

[0060] In the gestalt of this operation, the member terminal 1 is excellent in portability, when, only accesses common server equipment 2, and can receive offer of various information even from where.

[0061] Moreover, the member terminal 1 realizes the function and its related function of that facsimile communication and electronic mail communication link by collaborating with common server equipment 2 with the gestalt of this operation. That is, the member terminal 1 does not have the mass memory for these communication links. Instead, common server equipment 2 is equipped with the memory or the memory area for received data of each member terminal 1. Moreover, he is trying for the member terminal 1 to leave the application for realizing various functions to common server equipment 2 except for the application for the application for necessary minimum processing (microcomputer software), for example, display application.

[0062] That is, in the member terminal 1, if a user corresponds for example, performs a key stroke to the demand for obtaining the target function, the demand will be sent to common server equipment 2, and application of the function concerned will be performed with common server equipment 2. And the processing result in the application is sent to the member terminal 1.

[0063] Although the above is the outline of the configuration of the gestalt of operation of this invention, a more concrete configuration is explained further below.

[0064] Drawing 3 materializes more the conceptual configuration of the communication network system of drawing 2 mentioned above. In this case, the member terminal 1 had the configuration of a compound machine with PDA (personal digital reed SUTANTSU) equipped with a PHS telephone terminal and data communication facility, and it is equipped with the function to receive information offer from common server equipment 2 while it is equipped with facsimile communication facility and electronic mail communication facility besides a PHS telephone function so that it may mention later.

[0065] The network 3 for walkie-talkie communication terminals where a base transceiver station 6 is connected is 3n of PHS/ISDN networks in this example. Therefore, the member terminal 1 can perform an ordinary phone terminal and telephone communication through 3n of base transceiver station 6-PHS/ISDN networks while being able to perform other member terminals 1 or PHS terminals other than a member, and telephone communication through the 3n-base transceiver station 6 of base transceiver station 6-PHS/ISDN networks.

[0066] Let the exclusive trunk-line data service network 5 be the network which ISP (Internet Service Provider) manages in this example. That is, 5 Ns is networks, such as that ISP backbone, i.e., LAN etc., and this ISP backbone 5N and 3n of PHS / ISDN networks are connected through access point 4P for PIAFS (PHS Internet Access Forum Standard) which are an industry standard method with a transmission speed [for PHS] of 32k bits per second.

[0067] Moreover, it is a router for this ISP and 5 Ns of ISP backbone 5Ns, ISP server equipment 7I corresponding to network administration server equipment 7, and common server equipment 2 are connected through this.

[0068] By bailment by the side of common server equipment 2, ISP server equipment 7I takes the authentication, when there is access from the member terminal 1, as mentioned above. That is, it considers as the member identification information of the member terminal 1 which accesses common server equipment 2 via this ISP server equipment 7I, for example, said Member ID and password are beforehand registered into ISP server equipment 7I. And ISP server equipment 7I performs authentication of whether to be the member terminal 1 which the terminal which has carried out the access should connect to common server equipment 2 through the ISP backbone 5N concerned using the member identification information registered as mentioned above, and if it is the member terminal 1, it will make the access receive a message to common server equipment 2 through router 5R, when there is access to the terminal connected to the ISP backbone 5N concerned.

[0069] And ISP server equipment 7I sends the hysteresis (log) of access of the member terminal 1 concerned to common server equipment 2. Common server equipment 2 receives the information on the hysteresis of each access of two or more member terminals from ISP server equipment 7I of 1 - plurality, and manages accounting to each member terminal etc. synthetically.

[0070] In this example, it connects with common server equipment 2 through the Internet 8, and, by the way, contents offer equipment 11 acquires the information whose common server equipment 2 is the need and which should be offered from this contents offer equipment 11 through the Internet 8, and provides the member terminal 1 with it. In addition, as the above-mentioned was also carried out, through the Internet 8, there is no contents offer equipment 11 then, and it can be connected with common server equipment 2 through a dedicated line. Moreover, ISP server equipment 7I can also become contents offer equipment.

[0071] [Configuration of common server equipment 2] drawing 4 is the block diagram showing the configuration of the gestalt of 1 operation of common server equipment 2. As shown in this drawing 4 , a master server 21, a mail server 22, the facsimile server 23, the advice server 24 of arrival of the mail, the HTTP(Hyper Text Transfer Protocol) D server 25, the contents server 26, and Proxy server 27 for contents are connected by LAN (Local Area Network), and common server equipment 2 is constituted. Moreover, this LAN is connected also with the Internet 8.

[0072] A master server 21 performs an application, and cancellation processing and the management maintenance of the whole network of management of member data, a contents option, etc. A master server 21 is equipped with memory 21M which memorize the mail address of the terminal ID of the member terminal with which the privity of contract mentioned above was concluded or Member ID, and the member terminal 1, a facsimile number, the telephone number, etc.

[0073] Therefore, common server equipment 2 can recognize whether the connected member terminal belongs to which member using member data and terminal information of memory 21M on this master server 21.

[0074] A mail server 22 mainly performs management and employment of mail service, mounts POP (Post Office Protocol) or IMAP (Internet Message Access Protocol) server ability, and performs interface processing with the member terminal 1. And a mail server 22 is equipped with memory 22M called the mail box for member terminals. Mail box 22M are equipped with the memory area classified for every each of each member terminal 1, and store the received data of the electronic mail of each addressing to a member terminal for every member terminal.

[0075] The facsimile server 23 performs application of facsimile communication facility. Mail server ability is mounted in an interface with the member terminal 1, and the PSTN (Public Switched Telephone Networks) communication line function for G3 facsimiles is also mounted, and it connects with the ISDN network 9. Moreover, it has memory 23M called the facsimile box (henceforth a FAX box) which memorizes the image data as facsimile data. FAX box 23M are equipped with the memory area classified for every member terminal, and store the facsimile received data containing the image data of each addressing to a member terminal for every member terminal. <BR> [0076] The advice server 24 of arrival of the mail is for notifying the arrival to each member terminal 1 through an ISDN circuit (ISDN network 9), when the arrival of an electronic mail or facsimile suits a member terminal.

[0077] The HTTPD server 25 controls an interface with the member terminal 1. All processings in case the member terminal 1 is connected to this common server equipment 2 are connected to each functional server via this server 25.

[0078] The contents server 26 is a server for contents information processing which common server equipment 2 offers. Advertising information is also included in contents information. This server 26 is equipped with two memory 26A and 26B for information storing as an object for contents information to offer. That one memory 26A is for holding the information beforehand offered in this server 26. Another memory 26B is for not holding the information to offer in this common server equipment 2, but storing temporarily in utilization time the data acquired from contents offer equipment 11 by Internet 8 course with the gestalt of operation of drawing 3 .

[0079] Proxy server 27 for contents is used in order to acquire contents data from external contents offer equipment 11 via the Internet 8. Proxy server 27 is making the environment which can access outside to the inside of a fire wall freely, defending unjust access from the outside by making it function with the fire wall which is not illustrated.

[0080] As mentioned above, common server equipment 2 is preparing for memory 26A both what is carrying out storing maintenance, and thing to acquire from the contents offer equipment 11 of the exterior of common server equipment 2 as information with which the member terminal 1 is provided. And when it is the information which reads it from memory 26A, provides for the member terminal 1 when the information demanded from the member terminal 1 is what is saved at memory 26A, and is not saved at memory 26A, it acquires from contents offer equipment 11 by Internet 8 course, and provides for the member terminal 1. This information offer processing is explained in full detail later.

[0081] Member [the member terminal 1, next the terminal] 1 are explained. Drawing 5 is an example of the appearance of the member terminal 1, and drawing 6 is an example of the internal-circuitry configuration of this member terminal 1. As the above-mentioned was also carried out, the member terminal 1 of this example has the configuration of a complex terminal equipped with a PHS telephone function and the data communication facility which receives facsimile communication and an electronic mail communication link, and communications service.

[0082] As shown in drawing 5 (A) and drawing 5 (B), the member terminal 1 of the gestalt of this operation is equipped with the lid 101 which can be opened and closed, becomes the telephone mode in which it operates as a PHS telephone terminal, in the state of drawing 5 (A) which closed this lid 101, and becomes the data-communication mode in which facsimile communication facility, electronic-mail communication facility, and a communications service reception function can be obtained, in the state of drawing 5 (B) which opened the lid 101. Although not illustrated for this mode switch, the sensor which detects closing motion of a lid 101 is formed. As this sensor, a projection can be prepared, for example inside a lid 101, and the mechanical sensor which presses a press switch mechanically by this projection, the sensor switch using a magnet, etc. can be used.

[0083] As shown in drawing 5 (A), the ten key 102 for a telephone (for a dial) is formed in the side front of a lid 101. 103 is an antenna for PHS.

[0084] And as shown in drawing 5 (B), the member terminal 1 can equip with large-sized LCD (liquid crystal display)105 the field by the side of the body 100 which appears a lid 101 in an open beam condition, and can display correspondence, a functional listing menu, a provided information list list, a receiving facsimile list, a received electronic mailing list, etc. on it at the screen of this LCD105. When neither a menu nor a list can display on one screen, a screen can be scrolled or it enables it to display all by switching to degree page.

[0085] It enables it to face the screen of LCD105 in the state of drawing 5 (A) which closed the lid 101 through the LCD aperture 104 which consists of a transparence plastic sheet etc., for example. In this case, where a lid 101 is closed, the display control of LCD105 is carried out so that a display may be performed only into the part which can be faced from the LCD display window 104.

[0086] The touch panel 106 of transparence is stuck on the front face of LCD105, and he is trying to have the touch actuation with the pen 107 attached in the background of a lid 101 free [removal] like drawing 5 (B), and the function to receive a pen point input, in the member terminal 1 of the gestalt of this operation.

[0087] Moreover, two or more key ** 108, such as a menu screen key K1, the online connection key K2, a function key K3, and -

-, are formed in the background of a lid 101 as a direct key. Furthermore, on the right of LCD105, the jog dialing key 109 having two functions of a rotation key and a push button key is formed. When item selection actuation in a menu etc. can be performed by having used this jog dialing key 109 as the rotation key when rotation actuation is carried out, and depression actuation is carried out as a push button key, it is treated as what means the decision input of the selected item.

[0088] Next, the circuit block of the member terminal 1 of drawing 6 is explained. The member terminal 1 of this example is roughly divided, and consists of the communication facility section 110 and a control section 120.

[0089] The communication facility section 110 consists of an antenna 111, RF processing section 112, the transmitted-and-received-data processing section 113, the microphone amplifier 114, the loudspeaker amplifier 115, microphone 100MC, and loudspeaker 100SP.

[0090] The control section 120 is constituted by the microcomputer and equipped with the system-control section 121 which consists of CPUs, ROM122 and DRAM123, and the flash memory 124 as rewritable nonvolatile memory.

[0091] The switch SW turned on and off according to closing motion of a lid 101 is connected to the system-control section 121, and a lid 101 detects an open condition and a closed state, and the system-control section 121 controls the member terminal 1 concerned by turning on and off of this switch SW as a terminal for a PHS telephone, when a lid 101 is in an open condition. Moreover, when a lid 101 is a closed state, the member terminal 1 concerned is controlled as an information communication terminal, and the terminal for facsimile communications or the terminal for an e-mail communication link.

[0092] When you are trying to be inputted at the system-control section 121 in the information which shows the condition of the key switch group of a ten key 102, and the switch group of key ** 108 prepared in the background of a lid 101 and a key stroke is made by the user, the system-control section 121 detects whether they are a ten key 102 and either of key ** 108, and is made to perform processing according to the detected key.

[0093] Moreover, the LCD driver 125 is connected, the information with which LCD105 was provided from common server equipment 2 using the program and indicative data of ROM122 which are mentioned later is displayed on the system-control section 121, or other display images are displayed on it.

[0094] Moreover, the buzzer 127 and LED (light emitting diode)126 for the advice of arrival of the mail of a telephone to a user, the advice of arrival of the mail of facsimile and mail, etc. are connected to the system-control section 121.

[0095] Indicative datas, such as a communication link application program indispensable for a communication link in the member terminals 1, such as a control program for receiving a control program, and facsimile data and mail data for the control program for the control program for receiving the program with common server equipment 2 which controls the sequence for connection, the control program for PHS telephone communication, and communications service, and facsimile transmission, and e-mail transmission in ROM122, a program which carries out the display control of LCD105, and a menu, and others are memorized.

[0096] DRAM123 stores temporarily the received data acquired from common server equipment 2, or, in addition to this, is equipped with a field for the memory used as a work area so that it may mention later.

[0097] As mentioned above, the address information on the network for carrying out automatic connection from the member terminal 1 through ISP server equipment 7I to common server equipment 2 is beforehand stored in the flash memory 124. Moreover, the member terminal 1 concerned is a terminal with common server equipment 2 and privity of contract, and while it is shown that it is the terminal which can receive facsimile communication service, electronic mail service, and communications service from common server equipment 2, the member identification information (Member ID and password) for identifying each member terminal is also memorized by this flash memory 124. Furthermore, as mentioned above, the model classification of a terminal and the information on a software version are also memorized.

[0098] As the above-mentioned was also carried out, member identification information is memorized by the Maine server 21 of common server equipment 2, and is managed also in common server equipment 2. Moreover, ISP server equipment 7I also attests whether the member has accessed by this member identification information.

[0099] Furthermore, the flash memory 124 is equipped with the field which stores data to save of the received data temporarily stored in DRAM123 especially.

[0100] Actuation of the member terminal 1 equipped with the above configurations is explained below also including actuation of related common server equipment.

[0101] [actuation as a PHS telephone terminal] — PHS telephone mode is explained first. Call origination will be made, if the dial input of the other party's telephone number is carried out using a ten key 102 where a lid 101 is closed. Moreover, where a lid 101 is closed, if the member terminal 1 concerned as a PHS telephone terminal has the arrival of a telephone, it will be told to a user at a buzzer 127, and if a user answers, the telephone arrival can be received and it will be in a talk state.

[0102] In addition, where a lid 101 is opened, when there is telephone arrival, it can talk over the telephone at any time by pushing the speaking key which is prepared in the body 100 side and which is not illustrated. However, where a lid 101 is closed, it is made to perform a call.

[0103] And while the transmitted-and-received-data processing section 113 receives the control from the system-control section 121, the member terminal 1 transmits a transmission signal at the time of this PHS telebrief, and receives a receiver signal at it.

[0104] Namely, the sound signal from microphone 100MC is supplied to the transmitted-and-received-data processing section 113 through amplifier 114, and is changed into transmit data. While being transmitted to a base transceiver station 6 through RF processing section 112 through an antenna 111 The data of the call voice from the other party from a base transceiver station 6 are received by the antenna 111, the received data are processed in the transmitted-and-received-data processing section 113, a partner's call sound signal is restored, and sound emission of it is supplied and carried out to loudspeaker 100SP through amplifier 115.

[0105] [Actuation as a data communication terminal], next data communication mode are explained. In this communicate mode, the facsimile function, the electronic mail function, the WWW browser function, the memorandum function, etc. consist of member terminals 1 so that it can realize. The list menu of these functions is displayed on the screen of LCD105 by operating the menu screen key of key ** 108. And the member terminal 1 will be in the condition in the mode in which that function is performed, by choosing and opting for functioning [which he wishes by rotation actuation and depression actuation of the jog dialing key 109 from the functional listing menu with which a user is displayed on the screen of this LCD105].

[0106] In the member terminal 1 of the gestalt of this operation, when carrying out transmission and reception of facsimile data, and when carrying out transmission and reception of an electronic mail, all are processed through common server equipment 2.

[0107] And in an exchange of the data between the member terminal 1 and common server equipment 2, the communication mode of the format which suits a network 3 and a network 5 altogether is made to perform regardless of the fixed communication mode as a facsimile communication mode. That is, in the case of the gestalt of this operation, transmit data and received data are exchanged between the member terminal 1 and common server equipment 2 with the PIAFS method using a PHS network using a communication link format of a HTTP (Hyper Text Transfer Protocol) method. In this case, HTML (Hyper Text Makeup Language) is used as a format of the data exchanged.

[0108] And he extends an available header locally and is trying to include information, such as member identification information, such as Terminal ID and Member ID, etc. in this extended header (henceforth an extended header) in a communication link format of a HTTP method with the gestalt of this operation at transmit information, such as an information offer demand sent to common server equipment 2 from the member terminal 1.

[0109] In this case, in the member terminal 1, the temporary storage of the transmit data is carried out to DRAM123, reading appearance is carried out by transmitting activation by the system-control section 121, and wireless transmission is carried out in an above-mentioned communications protocol and data format through the transmitted-and-received-data processing section 113, RF processing section 112, and an antenna 111 one by one.

[0110] Moreover, it is received by the antenna 111 and the temporary storage of the received data from common server equipment 2 is carried out to DRAM123 by the system-control section 121 through RF processing section 112 and the transmitted-and-received-data processing section 113. And it is sent to LCD105 as an indicative data through the LCD driver 125 by control of the system-control section 121, and the content of a display by received data is displayed.

[0111] A memorandum function has the "handwriting memorandum" which inputs using a pen 107 and a touch panel 106, and the "type memorandum" which displays a keyboard on the screen of LCD105 and draws up a document using the display keyboard. And in any [of a handwriting memorandum and a type memorandum] case, it is constituted so that drawn-up the image or document can be transmitted as facsimile data.

[0112] That is, in the case of which the mode of a handwriting memorandum or a type memorandum, on the screen of LCD105, if the menu bar containing the icon of "FAX transmission (facsimile transmission)" is displayed and the icon of this "FAX transmission" is chosen with a pen, it will become the telephone number of the other party terminal which should be transmitted, and input mode screens, such as a facsimile title. And selection of the icon of "transmission" currently displayed at the time of this mode transmits the image or document drawn up by the handwriting memorandum or the type memorandum as facsimile data after the telephone number of an other party terminal, or the input of a title.

[0113] However, since facsimile data are transmitted to common server equipment 2 as electronic mail data in this case as mentioned above, not bit map data but the image data of facsimile communication are made for example, into a GIF (Grafics Interchange Format) format for an image data and document data, and document data are made into a text data format.

[0114] And when the destination is except a member, common server equipment 2 changes the received data into bit map data, and processing which carries out facsimile transmission is performed to terminals other than the member concerned. When the destination is the member terminal 1, common server equipment 2 stores the received data in mail box 22M or FAX box 23M, and notifies that there was arrival of the addressing concerned to member terminal 1 through the advice server 24 of arrival of the mail to each member terminal 1. This advice of arrival of the mail is performed not only at the case of facsimile data reception but at the time of data reception of an electronic mail.

[0115] If the online connection key K2 of key ** 108 is pressed, from the member terminal 1, a connection request will be sent out to common server equipment 2, and a radio channel will be connected between the member terminal 1 and common server equipment 2 after member authentication. However, when the online connection key K2 is connected, the data exchanged after connection will differ by whether which function was chosen.

[0116] Since there will be the latency time by the time it connects with common server equipment 2 through a network actually and an information communication link is performed, after a connection request is emitted from this member terminal 1, offer control of an advertisement is performed to a user using the advertising information currently stored in the flash memory 124 as that nonvolatile memory using between this latency time.

[0117] Beforehand, advertising information is sent to the member terminal 1 from common server equipment 2 at the time of the network connection to last time, and is stored in the flash memory 124 as the nonvolatile memory. The advertising offer control attribute information which shows that offer length, the count of an offer limit, and the offer approach is added to this advertising information. It judges whether an advertisement is actually offered at the time of that connection using this advertising offer control attribute information, and advertising activation is controlled by the member terminal 1. Offer of this advertisement is performed also at the time of the connection in the case of which function.

[0118] Moreover, at the time of this connection, transmission of the advertising information from common server equipment 2 to the member terminal 1 is made, and advertising information on a flash memory 124 is rewritten if needed at the member terminal 1.

[0119] When each function is chosen before explaining the detailed actuation about advertising offer control, the actuation at the time of connection with the member terminal 1 when the online connection key K2 is operated, and common server equipment 2 is explained first.

[0120] If it is chosen at <the time of facsimile function selection connection, for example, a facsimile function> and the online connection key K2 of key ** 108 is pressed, the member terminal 1 will perform automatically processing for connecting with common server equipment 2. That is, it sends out a connection request including the member identification information memorized while the address data of a flash memory 124 are used for the member terminal 1 as destination information, in order to connect with common server equipment 2. At the time of this connection processing, offer control of the advertising information using advertising offer control attribute information is performed, advertising information is suitably displayed on the display screen of LCD105, and it is provided for a user so that it may explain to a detail later.

[0121] On the other hand, since member identification information is contained in the extended header of the information on the connection request published from the member terminal 1, it attests whether the accessed terminal concerned is a member terminal using this member identification information, and if ISP server 7I which is a network administration server is a member terminal, it will perform processing linked to common server equipment 2.

[0122] Common server equipment 2 recognizes the connected member terminal by the member identification information of said extended header, creates the list list of facsimile received data received to the addressing to a member terminal concerned, and sends it to the member terminal 1 concerned. Therefore, in this example, the online connection key K2 also has the role of the demand key of a received-data list list. In addition, it is added to this list list and the advertising information used at the member terminal 1 is transmitted to the member terminal 1 from common server equipment 2.

[0123] The member terminal 1 receives the data of this list list from common server equipment 2, they carry out a temporary storage to DRAM123, it replaces that list list with the advertising screen which was displayed till then and which was, and displays it on the screen of LCD105. A user can choose the facsimile received data wished to have from this list list using the jog dialing key 109 or a pen 107. If choosing [to wish / of facsimile received data] is made and the icon of "incorporation" is chosen, the member terminal 1 will transmit the demand of acquisition of the received data concerned to common server equipment 2.

[0124] If this demand is received, common server equipment 2 will extract the demanded facsimile received data, and will send them to the member terminal 1. The member terminal 1 carries out the temporary storage of the received data to DRAM123, changes them into an indicative data, and is displayed on the screen of LCD105. Therefore, he can choose required facsimile data and a user can see on the screen of LCD105.

[0125] In addition, at the member terminal 1, the advertising information currently stored in the flash memory 124 rewrites the advertising information on a flash memory 124 to the advertising information sent with the list list as mentioned above, when there is the need for rewriting by the reasons of length having expired.

[0126] The <time of electronic mail function selection connection> The member terminal 1 performs automatically processing for connecting with common server equipment 2 like [also when an electronic mail function is chosen and the online connection key K2 of key ** 108 is pressed again] the case where the above-mentioned facsimile function is chosen. And with common server equipment 2, the list list of received data of an electronic mail is created, and it sends to the member terminal 1 concerned.

[0127] The member terminal 1 receives the data of this list list, and displays that list list on the screen of LCD105. And a user can choose the received data of the electronic mail which he wishes from this list list using the jog dialing key 109 or a pen 107. If choosing [to wish / of the received data of an electronic mail] is made and the icon of "incorporation" is chosen, the member terminal 1 will transmit the demand of acquisition of the received data concerned to common server equipment 2.

[0128] In response, common server equipment 2 extracts the received data of the demanded electronic mail, and sends them to the member terminal 1. The member terminal 1 carries out the temporary storage of the received data to DRAM123, changes them into an indicative data, and is displayed on the screen of LCD105. Therefore, he can choose the electronic mail considered to be the need, and can see a user on the screen of LCD105.

[0129] Also in this case, the same limit processing as an above-mentioned case, selection processing about provided information, etc. are performed using the information on the extended header of the acquisition demand information on the received data sent to common server equipment 2 from the member terminal 1.

[0130] And also about the advertisement at the time of connection processing, offer control is performed completely like the time of connection of a facsimile function, and rewriting to the flash memory 124 of required advertising information is also performed.

[0131] Although it is the almost same actuation as the time of above-mentioned facsimile function selection connection and electronic mail function selection connection also when the <time of WWW browser function selection connection> WWW browser function is chosen and the online connection key K2 is operated, suppose that this case is taken for an example and the actuation at the time of above-mentioned connection processing is especially explained to a detail using a flow chart.

[0132] First, the network connection actuation between the member terminals 1 and the common server equipment 2 at the time of selection of a WWW browser function and the outline of an exchange of main information are explained, referring to the flow chart of drawing 7 .

[0133] If the online connection key K2 of key ** 108 is pressed when the WWW browser function is chosen from the functional listing menu displayed on the display screen of LCD105 (procedure S1), the member terminal 1 will perform automatically processing for connecting with common server equipment 2 (procedure S2). That is, the member terminal 1 sends out the identification information of the member terminal 1 of self memorized by the flash memory 124, and the demand to the common server equipment 2 which led ISP server equipment (Member ID, password, etc.) 71 connected with common server equipment 2 using the address data for connection.

[0134] Although this is the completely same actuation as the so-called dial-up-IP connection in the Internet, if the online connection key K2 is pressed in the case of the member terminal 1 of the gestalt of this operation, processing for dial-up-IP connection will be performed automatically. For this reason, the dial alter operation for specifying an ISP server for connection like [in general dial-up-IP connection] is completely unnecessary.

[0135] In a procedure S2, in advance of sending out of this connection request, the advertising offer control attribute information on the advertising information currently stored in the flash memory 124 is analyzed, and if the advertising information accumulated in memory 124 checks whether it is what passed over length and is judged that advertising offer is possible, an advertisement will be performed on the screen of LCD105.

[0136] ISP server 71 which is a network administration server to the connection request sent out in the procedure S2 escapes from delivery (procedure S4) and this manipulation routine to the terminal which has connected the error message it indicates that to be if the accessed terminal concerned performs authentication of whether to be a member terminal using Member ID and the password as member identification information contained in the extended header of a connection request (procedure S3) and is not a member terminal. Moreover, when authentication that it is a member terminal is able to be taken, ISP server 71 performs processing linked to common server equipment 2 (procedure S5).

[0137] Then, common server equipment 2 recognizes whether the member terminal to which the connection request from the member terminal 1 was connected from the member identification information of reception and an extended header is which member terminal (procedure S6), includes the list list of the information with which the member terminal 1 can be provided in the so-called homepage, and sends it to the member terminal 1 concerned (procedure S7). At this time, advertising information is also included in the information sent to the member terminal 1.

[0138] As mentioned above, in this example, the depression of the online connection key K2 in a WWW browser function has the role of the list request of the information which can be offered. The example of the list of this information that can be offered is shown in drawing 8 .

[0139] At the member terminal 1, when a homepage including the list of this information that can be offered, and advertising information were received (procedure S8) and the advertising display in the latency time is made in the content of a display of the screen of LCD105, it changes into the screen of the homepage which includes the list of the information which can be offered from that advertising display screen (procedure S9). And at the member terminal 1, when the advertising information on a flash memory 124 needs to be rewritten so that it may mention later, the advertising information sent with the data of a homepage is written in a flash memory 124, and advertising information is rewritten (procedure S10).

[0140] Next, a user does actuation which chooses the information which he wants to see from the list of the information which was displayed on the screen of LCD105, and which can be offered. In the example of drawing 9 , since the carbon button icons 31, 32, 33, and 34 which show the content of information are displayed, it operates directing the carbon button icon of the service information to demand with a pen 107 etc. In response to this actuation, the member terminal 1 sends out an offer demand of the directed information concerned to common server equipment 2 (procedure S11).

[0141] Common server equipment 2 analyzes the content of that extended header in response to the information offer demand from the member terminal 1 equipped with this extended header (procedure S12). And common server equipment 2 performs communications service by transmitting the information demanded from the member terminal 1 concerned in the data format of HTML with the communications protocol of HTTP (procedure S13).

[0142] It is received by the member terminal equipped with a browser as a software application, and the information offered from common server equipment 2 as mentioned above is displayed on the display screen of LCD105, and is used (procedure S14).

[0143] The common server equipment 2 which showed the member terminal 1 to drawing 9 as mentioned above only carries out selection actuation from the list of the information in which information offer is possible, the information for which it wishes from common server equipment 2 can be acquired, and it can see by LCD105. Therefore, troublesome actuation of self ID or the alter operation of a password like [in the case of the communications service which leads the conventional Internet], the alter operation of a parameter, etc. is not needed at all, but communications service can be received by very easy actuation.

[0144] In this case, common server equipment 2 also includes the information from the contents offer equipment 11 as information offer equipment of the exterior which is not stored in memory 26A to build in in the list of the information which can be offered, and is delivery and the member terminal 1 at the member terminal 1. Since common server equipment 2 acquires from contents offer equipment 11 and it is made to provide for the member terminal 1 when there is an offer demand of the information on the contents offer equipment 11, at the member terminal 1, much provided information can be received from the information stored in common server equipment 2.

[0145] And since the member terminal 1 should carry out an information offer demand only to common server equipment 2 as all provided information is stored in common server equipment 2, information offer demand actuation is dramatically easy. namely, in the former of the gestalt which carries out information requirements separately to contents offer equipment 11 Although a connection request must be advanced to each contents offer equipment and an information offer demand must be sent out after that, in the case of the gestalt of this operation Since what is necessary is to send out an information offer demand only to common server equipment 2, without being conscious of the contents offer equipment 11 of 1 - plurality connected to common server equipment 2, actuation of a user becomes easy.

[0146] Moreover, in the gestalt of this operation, an information offer demand is sent out from a walkie-talkie communication terminal, and since the information offered in that display screen can be seen, required information can be acquired and used, when required.

[0147] Next, a channel is connected between common server equipment 2 by the connection request from this member terminal 1, and the detail of the processing part about said advertising information in case information is exchanged is explained with reference to drawing 1 and drawing 10 by it. In addition, a flash memory 124 presupposes that advertising information is memorized one kind in this case.

[0148] As mentioned above, the advertising information used as an object for the latency-time display at the time of the connection sent from common server equipment 2 with the information communication link between the common server equipment 2 to last time is accumulated in the flash memory 124. As mentioned above, the advertising offer control attribute information which shows that offer length, the count of an offer limit, and offer conditions is added to this advertising information. As mentioned above, this advertising offer control attribute information is expressed with the gestalt of this operation by CM identifier (identifier of advertising information).

[0149] Drawing 10 shows a response with the content of the advertising offer control attribute by which the table is carried out by that cause to CM identifier.

[0150] For example, when CM identifier is "A19980430", the advertising offer control attribute is the content of "being an advertising display for all the connection processings of every at the time of advancing a connection request from the member terminal 1 to common server equipment 2 till April 30, 1998." That is, this advertising offer control attribute expresses "that advertising offer length is "April 30, 1998" and that advertising offer timing conditions are an advertising display for all the connection processings of every."

[0151] Moreover, when CM identifier is "M19980430", the advertising offer control attribute is the content of "being an advertising display for every connection processing at the time of pressing the online connection key K2 when setting by April 30, 1998 and having chosen the e-mail function at the member terminal 1, and advancing a connection request to common server equipment 2." That is, this advertising offer control attribute expresses "that advertising offer length is "April 30, 1998" and that advertising offer timing conditions are an advertising display for every connection processing at the time of being an e-mail function."

[0152] Moreover, when CM identifier is "W19980430", the advertising offer control attribute is the content of "being an advertising display for every connection processing at the time of pressing the online connection key K2 when setting by April 30, 1998 and having chosen the WWW browser function at the member terminal 1, and advancing a connection request to common server equipment 2." That is, this advertising offer control attribute expresses "that advertising offer length is "April 30, 1998" and that advertising offer timing conditions are an advertising display for every connection processing at the time of being a WWW browser function."

[0153] moreover, when CM identifier is "N19980430" "The advertising offer control attribute, it will set by April 30, 1998 and is the member terminal 1. any — a function — the time — it is — or — not related — online — connection — a key — K — two — pushing — common — a server — equipment — two — a connection request — having taken out — a case — connection - - processing — every — it is — a connection request — carrying out — having had — time of day — a night — a time (night) - - it is — a case — an advertisement — a display — * — ** — saying — a content — it is . namely, that the advertising offer length of this advertising offer control attribute is "April 30, 1998" and advertising offer timing conditions — "— it is all the connection processings of every and expresses that it is advertising display" at night.

[0154] moreover, when CM identifier be "E19980430", the advertising offer control attribute be the content of "be an advertising display when it be every connection processing at the time of set by April 30, 1998, press the online connection key K2 regardless of whether be the member terminal 1 and it be at the time of which function, and advance a connection request to common server equipment 2 and a connection request be perform during a weekend." namely, that the advertising offer length of this advertising offer control attribute is "April 30, 1998" and advertising offer timing conditions — "— it is all the connection processings of every and expresses during the weekend that it is advertising display."

[0155] In addition, although it is the case where CM identifier expresses advertising offer length and advertising offer timing conditions, the example of drawing 10 can also be used in order to increase the digit count of CM identifier, for example, to, control advertising display locations and approaches, such as "a CM screenful of a display", "it being CM display in the right half of a screen", and "it being CM display in the left half of a screen", for example.

[0156] Moreover, the specific digit of CM identifier which increased the digit count can also be used as a thing showing the count of advertising offer (the count of an advertising offer limit, or count which can be advertising offered).

[0157] When displaying an advertisement on the latency time at the time of connection processing with common server equipment 2, CM identifier of the advertising information memorized by the flash memory 124 is read, the advertising offer control attribute information is analyzed, and offer of the advertisement to a user is controlled by the member terminal 1 according to the analysis result. namely, if it is an above-mentioned case, when the connection-request event will be within advertising offer length and advertising offer conditions will have agreed on the conditions at the connection-request event Advertising information is read from a flash memory 124, in activation and this example, when displaying an advertisement on the screen of LCD105 and not agreeing on those conditions, offer of the advertisement to a user is not performed, namely, the display of the advertisement to the screen of LCD105 does not make advertising offer.

[0158] Drawing 1 is a flow chart which showed the processing about advertising information actively and which shows processing actuation with the member terminal 1 at the time of connection with common server equipment 2.

[0159] If a user does the depression of the online connection key K2 at the member terminal 1, CM data processing will be started at the time of connection of drawing 1, and CM identifier of the advertising information memorized by the flash memory 124 will be first read and checked in step S21.

[0160] When it is judged for the reasons of "advertising length has expired", "it not agreeing on advertising offer conditions", "being over the count of an advertising offer limit", etc. as a result of the check of CM identifier in step S21 that advertising offer is impossible, it flies to step S23 and a connection request is sent out to common server equipment 2.

[0161] moreover, when it is within advertising offer length, and it has agreed also on other conditions as a result of the check of CM identifier in step S21 and advertising offer is judged to be the need, reading appearance of the advertising information is carried out from a flash memory 124, and the advertisement is expressed on the screen of LCD105 as step S22.

[0162] In addition, when the advertising offer location and the approach are defined as advertising offer control attribute information, an advertising display is performed by the location and approach which were specified.

[0163] After displaying an advertisement at step S22 as mentioned above, it progresses to step S23 and a connection request is sent out to common server equipment 2.

[0164] To this connection request, as it mentioned above, authentication processing is performed, and connection processing of the channel between the member terminal 1 and common server equipment 2 is performed. And to the member terminal 1, the HTML data which consist of list information mentioned above and advertising information are sent from common server equipment 2 through the channel generated by this connection processing. So, at the member terminal 1, if the HTML data is received at step S24, in the following step S25, the content of the screen of LCD105 will be changed to screens, such as a list received from common server equipment 2, from the advertising screen of the latency time.

[0165] In addition, it cannot be overemphasized that a list etc. can be displayed on screen parts other than an advertising display screen field, without eliminating an advertisement in this case, when the advertisement is displayed on the parts of the one half of a screen etc. as mentioned above, for example.

[0166] Next, at the member terminal 1, CM identifier added to the advertising information sent from common server equipment 2 as HTML data is checked in step S26. And it distinguishes whether that time is the same as that of CM identifier of the advertising information memorized by the flash memory 124, and if the CM identifier is the same, it will make acquisition of advertising information unnecessary and will end the processing about the advertisement at the time of connection. Moreover, if not the same, the advertising information on a flash memory 124 will be rewritten to what has newly been sent from common server equipment 2.

[0167] A user operates selection of information to acquire from the list displayed on the screen, as mentioned above etc., and although the member terminal 1 performs the acquisition demand, it is termination above as processing about advertising information.

[0168] [Modification(s)] — it can avoid rewriting the advertising information on a flash memory 124 in the above example, although the advertising information on a flash memory 124 was rewritten to the new thing at step S26 when CM identifier was compared and new advertising information came until an advertising offer expiration date goes out, or until the count of advertising offer is completed

[0169] Thus, when a user is provided with advertising information at the member terminal 1, for the client which offers an advertisement, it will be secured within an expiration date that an advertisement is certainly displayed on a user and he is provided with it, until an advertising offer expiration date goes out. Therefore, in the side which invites an advertisement, an advertisement can be invited advantageously.

[0170] Moreover, when the count of advertising offer is set up as an advertising offer control attribute, and inviting an advertisement by specifying that the count of advertising offer directed by that cause surely offers an advertisement, setting out of the ad rates according to the count of an advertisement is attained. In addition, what is necessary is just to make it rewrite the advertising information on a flash memory 124 to the new advertising information sent from common server equipment 2 at the time of offer of the advertising information on the time of the last, when the count of advertising offer is set up.

[0171] Moreover, although it was explained [******] when the above explanation memorized one kind of advertising information to a flash memory 124, of course, advertising information can also perform enabling it to memorize two or more sorts to a flash memory 124. In that case, in step S21, the advertising information which can be offered is chosen at the connection event, and it can display on the screen of LCD105.

[0172] Moreover, when two or more sorts of advertising information is memorized by the flash memory 124, as the advertising information to display is changed by processing by the side of the member terminal 1 for every time at the time of connection with common server equipment 2, offer of more changeful advertising information can be realized.

[0173] In this case, the change of more dynamic advertising information is possible for that to which CM identifier detected offer length and the count of offer at the time of each offer of each advertising information, and offer expired, and the thing from which the count of offer became the last by making it rewrite to new advertising information.

[0174] For example, when two or more advertising information that the count of offer is set up by CM identifier is stored in a flash memory 124, the example in the case of changing the advertising information to display for every time at the time of connection with common server equipment 2 is explained.

[0175] As for the count of offer as advertising offer control attribute information which three sorts of advertising information (advertising information is described as CM data by drawing 11) A, B, and C is stored by the example shown in drawing 11 , and is expressed with a flash memory 124 by each CM identifier, ** in the first half of the 2nd inning and the advertising information B of the advertising information A are the cases where ** in the first half of the 3rd inning and the advertising information C are set up with ** in the first half of the 1st inning. In this case, an advertising display shall be performed by the queue method of a patrol type. That is, the order of a queue of an advertising display in the sequence written in memory 124 is generated-like the first stage. In the example of drawing 11 , it is the order of A->B->C.

[0176] If connection with common server equipment 2 is made as shown in drawing 11 (A), the advertising information A will be first displayed on the screen of LCD105 at the time of the connection processing. And after the display is completed, as shown in drawing 11 (B), the advertising information A counts that one offer in 2 times of the counts of offer was completed, holds the count information, and turns it to the last of a queue.

[0177] As shown in drawing 11 (B) at the time of the 2nd connection processing, the advertising information B is displayed on the screen of LCD105. And after the display is completed, as shown in drawing 11 (C), the advertising information B counts that one offer in 3 times of the counts of offer was completed, holds the count information, and turns it to the last of a queue.

[0178] Next, as shown in drawing 11 (C) at the time of the 3rd connection processing, the advertising information C will be displayed on the screen of LCD105. Since one offer is possible for this advertising information C, at the member terminal 1, this advertising information C is discarded, and the advertising information D acquired from common server equipment 2 at the time of this 3rd connection processing is replaced with the advertising information C, and it writes it in a flash memory 124.

[0179] As shown in drawing 12 (D) at the time of the 4th following connection processing, the advertising information A is displayed on the screen of LCD105. This advertising information A serves as the 2nd display. Therefore, although it means that this advertising information A had ended the count of offer specified with an advertising offer control attribute, the member terminal 1 recognizes it from the counted value of the count of offer about the advertising information A concerned currently held. And at the member terminal 1, this advertising information A is discarded, and the advertising information E acquired from common server equipment 2 at the time of this 4th connection processing is replaced with the advertising information A, and it writes it in a flash memory 124.

[0180] As shown in drawing 12 (E) at the time of the 5th following connection processing, the advertising information B is displayed on the screen of LCD105. This advertising information B serves as the 2nd display. Since the display to 3 times is possible for this advertising information B, after that display is completed, as shown in drawing 12 (F), this advertising information B counts twice that it is display termination, holds that count information, and turns it to the last of a queue.

[0181] It becomes [in / as mentioned above / the member terminal 1] possible to change dynamically, always changing advertising offer for every time by displaying two or more advertising information on a flash memory 124 in order, and newly downloading only what the count of a display ended from common server equipment 2.

[0182] In addition, although the gestalt of the above operation explained the case where an advertisement was performed using the latency time in case a connection request is sent out to common server equipment 2 from the member terminal 1 and connection processing is made, the timing which performs an advertising display is not necessarily restricted to this. For example, if it is the case where an advertising display is performed on some LCD screens, an advertisement can be displayed, displaying the provided information from common server equipment 2 on a LCD screen.

[0183] Moreover, advertising offer control attribute information should just be information which is not restricted to the approach of expressing to CM identifier, and is added to advertising information.

[0184] Moreover, although it was made to perform transmission of the advertising information from common server equipment 2 to the member terminal 1 with transmission of list information etc. with the gestalt of above-mentioned operation, it is not necessarily restricted only to this timing. For example, when common server equipment 2 offers the demanded information concerned according to an offer demand of the information which the member terminal 1 chose from the list while the member terminal 1 and common server equipment 2 are connected, you may make it transmit advertising information collectively.

[0185] In addition, with the gestalt of the above operation, although the walkie-talkie communication terminal was explained [******] when it had the function of a PHS telephone, it may be a cellular phone as a telephone function. In that case, the network for cellular phones in a network will be used.

[0186] Moreover, the information communication terminals of this invention may be the personal computer of the pocket mold which led not only a walkie-talkie communication terminal but the wire telephone circuit, and other communication terminals.

[0187] Moreover, advertising information may be not only image information but speech information, and may be both image information and speech information.

[0188] Moreover, with the gestalt of the above operation, although a communication link format is the case of HTTP, a communication link format is not restricted to this.

[0189]

[Effect of the Invention] Since advertising offer control attribute information is added to the advertising information stored in the nonvolatile memory of an information communication terminal, this advertising offer control attribute information is checked on the occasion of offer to the user of the advertisement in an information communication terminal and advertising offer is controlled according to this invention as explained above, it is avoidable in the inconvenience by which a user is provided with the advertisement over which length passed.

[0190] Moreover, since an advertising display location, the advertising method of presentation, etc. can be set up using advertising offer control attribute information, even if it is the case where an advertisement is beforehand performed by the information communication terminal from server equipment using the advertising information sent to the information communication terminal, advertising offer which can specify the offer approach, an offer stage, etc. from a server side dynamically can be performed.

[0191] Moreover, as advertising offer control attribute information, when the count of offer for every advertisement is set up, as for a merit, it is large that the added value about each advertisement can be changed according to the count of an advertisement, and it becomes possible to also set up an advertising rate according to the count of an advertisement etc.

[0192] Moreover, when two or more sorts of advertising information is memorized to the information communication terminal, a different advertisement for every time can be offered.

[0193] And since an advertising display period, the advertising method of presentation, etc. are dynamically changeable, while an activity which sticks an advertisement on the tooth space decided beforehand like banner advertising on the conventional Internet is unnecessary and activity manday can reduce substantially only by changing advertising offer control attribute information, advertising efficient employment can be aimed at.

[Translation done.]

* NOTICES *

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1.This document has been translated by computer. So the translation may not reflect the original precisely.
2.**** shows the word which can not be translated.
3.In the drawings, any words are not translated.

DESCRIPTION OF DRAWINGS

[Brief Description of the Drawings]
[Drawing 1] It is a flow chart for explanation of the important section of the gestalt of operation of the telecommunications system by this invention of operation.
[Drawing 2] It is drawing showing the outline of the whole network configuration in which the telecommunications system by this invention is applied.
[Drawing 3] It is drawing showing the concrete example of network configuration of drawing 1 .
[Drawing 4] It is the block diagram showing the gestalt of 1 operation of the server equipment used by this invention.
[Drawing 5] It is drawing showing the appearance of the gestalt of 1 operation of the information communication terminal by this invention.
[Drawing 6] It is the block diagram of the gestalt of 1 operation of the information communication terminal by this invention.
[Drawing 7] It is a part of flow chart which shows the procedure in the gestalt of 1 operation of the telecommunications system by this invention.
[Drawing 8] It is a part of flow chart which shows the procedure in the gestalt of 1 operation of the telecommunications system by this invention.
[Drawing 9] It is drawing showing the example of a display of the list of the provided information displayed on the information communication terminal of the telecommunications system by this invention.
[Drawing 10] It is drawing for explaining the advertising offer control attribute information in the gestalt of 1 operation of the telecommunications system by this invention.
[Drawing 11] It is drawing for explaining the example of the advertising offer mode in the telecommunications system by this invention.
[Drawing 12] It is drawing for explaining the example of the advertising offer mode in the telecommunications system by this invention.
[Description of Notations]
1 — A walkie-talkie communication terminal (member terminal), 2 — Common server equipment, 3 — The network for walkie-talkie communication terminals, 4 — An access point, 5 — An exclusive trunk-line data service network, 6 — Base transceiver station, 7 — Network administration server equipment, 21 — A master server, 22 — Mail server, 23 — A facsimile server, 24 — The advice server of arrival of the mail, 100 — Walkie-talkie communication terminal body, 101 [— LCD, 106 / — A touch panel, 108 / — Key **, 121 / — The system-control section, 122 / — ROM, 123 / — DRAM, 124 / — Flash memory (nonvolatile memory)] — A lid, 102 — A ten key, 103 — An antenna, 105

[Translation done.]

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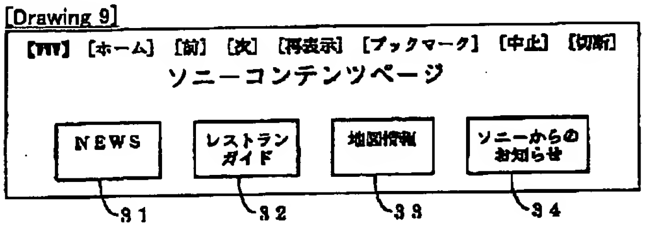
3.In the drawings, any words are not translated.

DRAWINGS

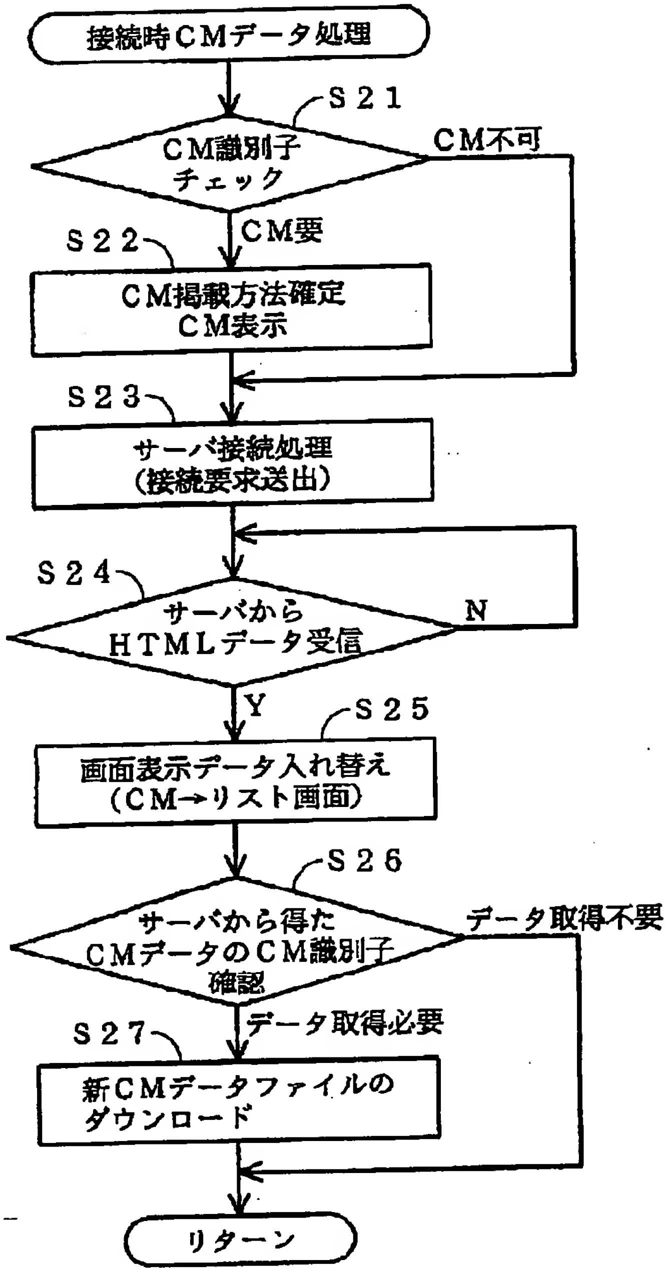
[Drawing 9]


【WW】 [ホーム] [前] [次] [再表示] [ブックマーク] [中止] [切断]
ソニーコンテンツページ
NEWS
レストランガイド
地図情報
ソニーからのお知らせ
31
32
33
34

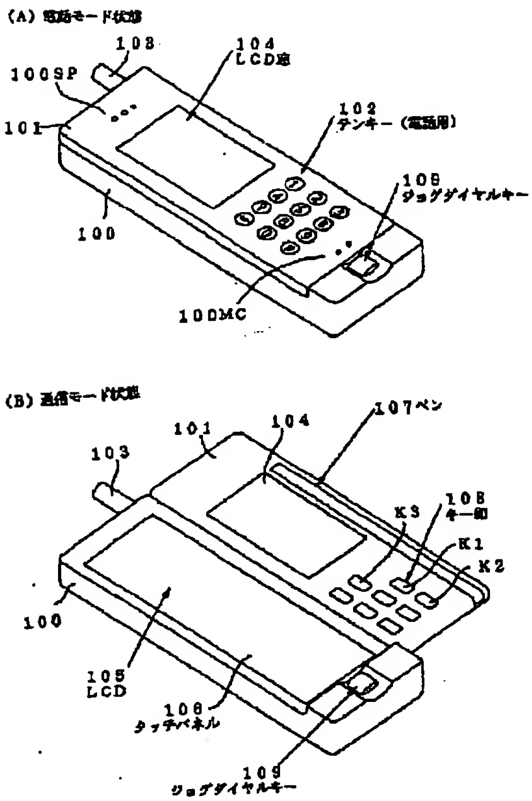
[Drawing 10]

CM識別子	広告提供制御属性
A19980430	1998年4月30日までは接続処理毎に表示
M19980430	1998年4月30日までのメール接続時に表示
W19980430	1998年4月30日までのWWW接続時に表示
N19980430	1998年4月30日までのナイトタイムの接続時に表示
E19980430	1998年4月30日までの週末の接続時に表示
⋮	⋮

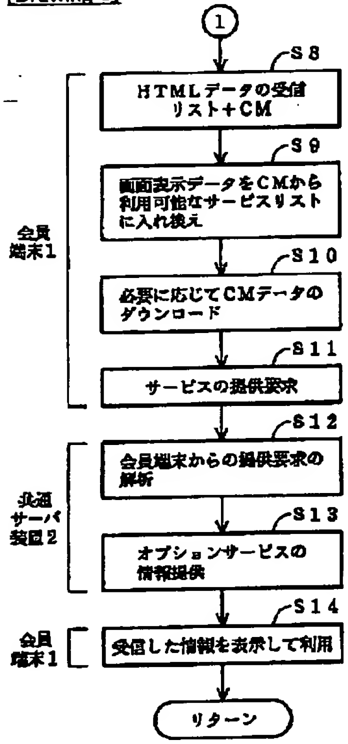
[Drawing 1]


接続時CMデータ処理
S21
CM識別子チェック
CM不可
CM要
S22
CM掲載方法確定
CM表示
S23
サーバ接続処理
（接続要求送出）
S24
サーバから
HTMLデータ受信
N
Y
S25
画面表示データ入れ替え
（CM→リスト画面）
S26
サーバから得た
CMデータのCM識別子
確認
データ取得不要
データ取得必要
S27
新CMデータファイルの
ダウンロード
リターン

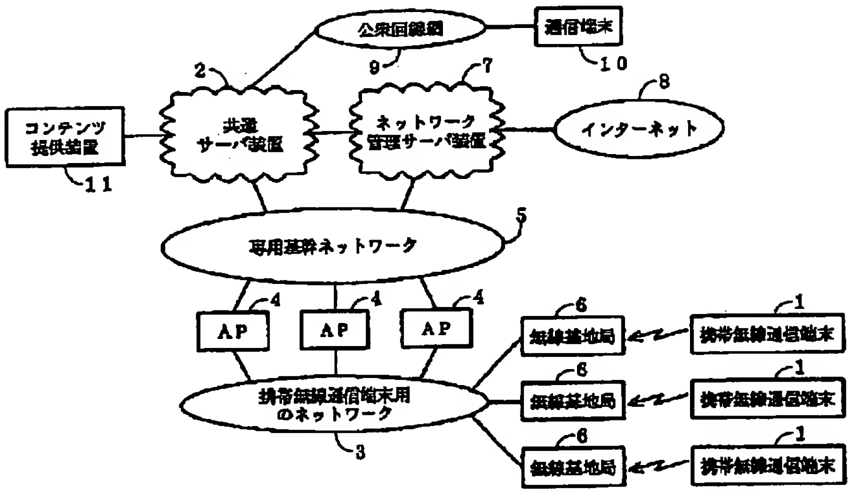
[Drawing 5]


（A）電話モード状態
103
104
LCD窓
100SP
101
102
テンキー（電話用）
109
ジョグダイヤルキー
100
100MC
（B）通信モード状態
107ペン
101
104
103
K3
108
キー部
K1
K2
100
105
LCD
106
タッチパネル
109
ジョグダイヤルキー

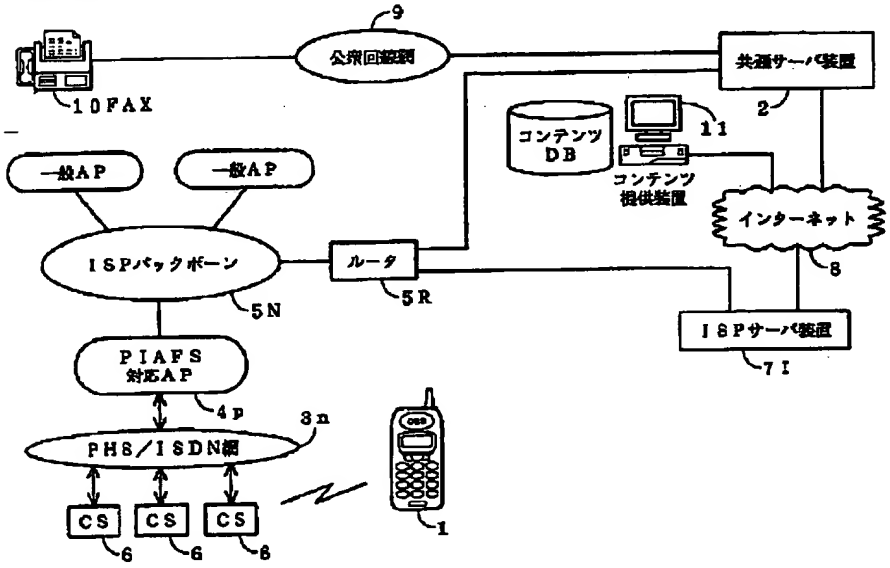
[Drawing 8]


①
S8
HTMLデータの受信
リスト＋CM
S9
画面表示データをCMから
利用可能なサービスリスト
に入れ換え
会員
端末1
S10
必要に応じてCMデータの
ダウンロード
S11
サービスの提供要求
S12
会員端末からの提供要求の
解析
共通
サーバ
装置2
S13
オプションサービスの
情報提供
S14
会員
端末1
受信した情報を表示して利用
リターン

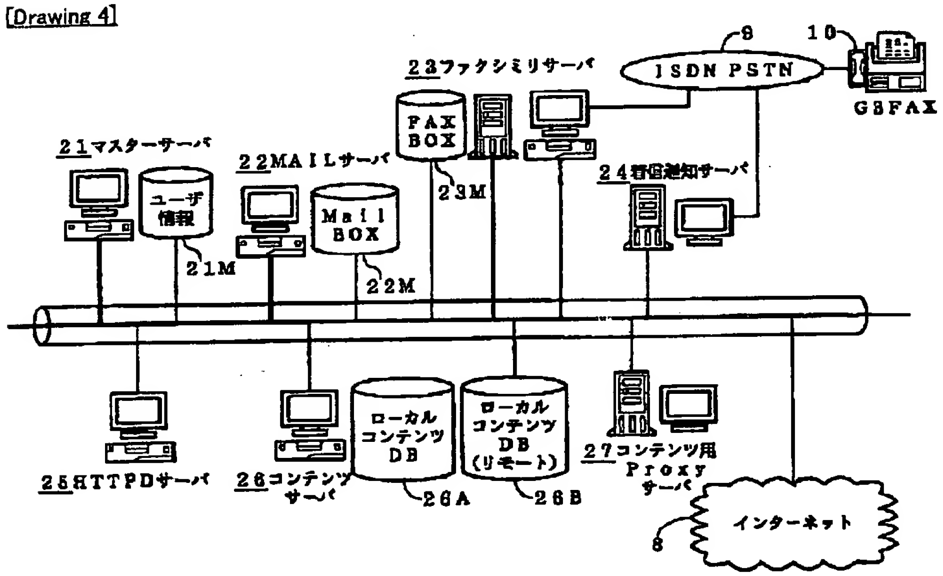
[Drawing 2]


公衆回線網
通信端末
9
10
2
7
8
コンテンツ
提供装置
共通
サーバ装置
ネットワーク
管理サーバ装置
インターネット
11
5
専用基幹ネットワーク
4
4
4
AP
AP
AP
6
1
無線基地局
携帯無線通信端末
6
1
無線基地局
携帯無線通信端末
携帯無線通信端末用
のネットワーク
6
1
無線基地局
携帯無線通信端末
3

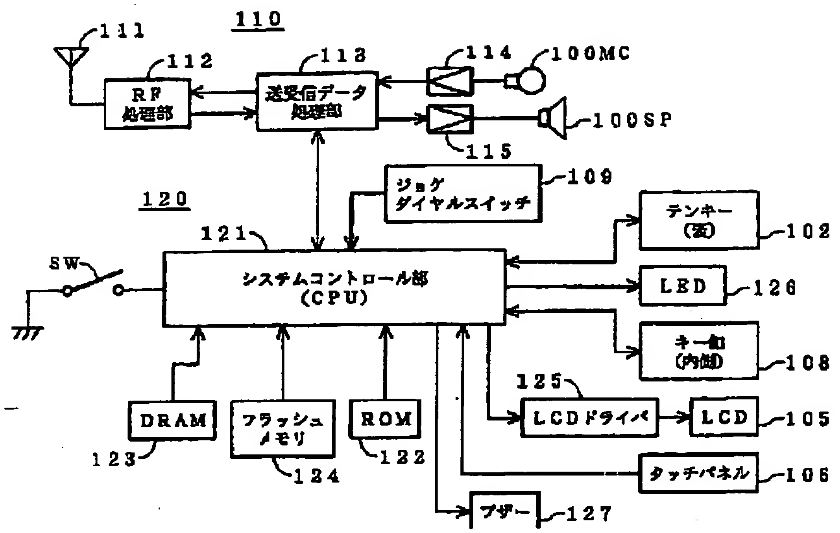
[Drawing 3]


9
公衆回線網
共通サーバ装置
10FAX
2
コンテンツ
DB
11
コンテンツ
提供装置
一般AP
一般AP
インターネット
ISPバックボーン
ルータ
8
5N
5R
ISPサーバ装置
7I
PIAFS
対応AP
4p
3n
PHS/ISDN網
CS
CS
CS
6
6
6
1

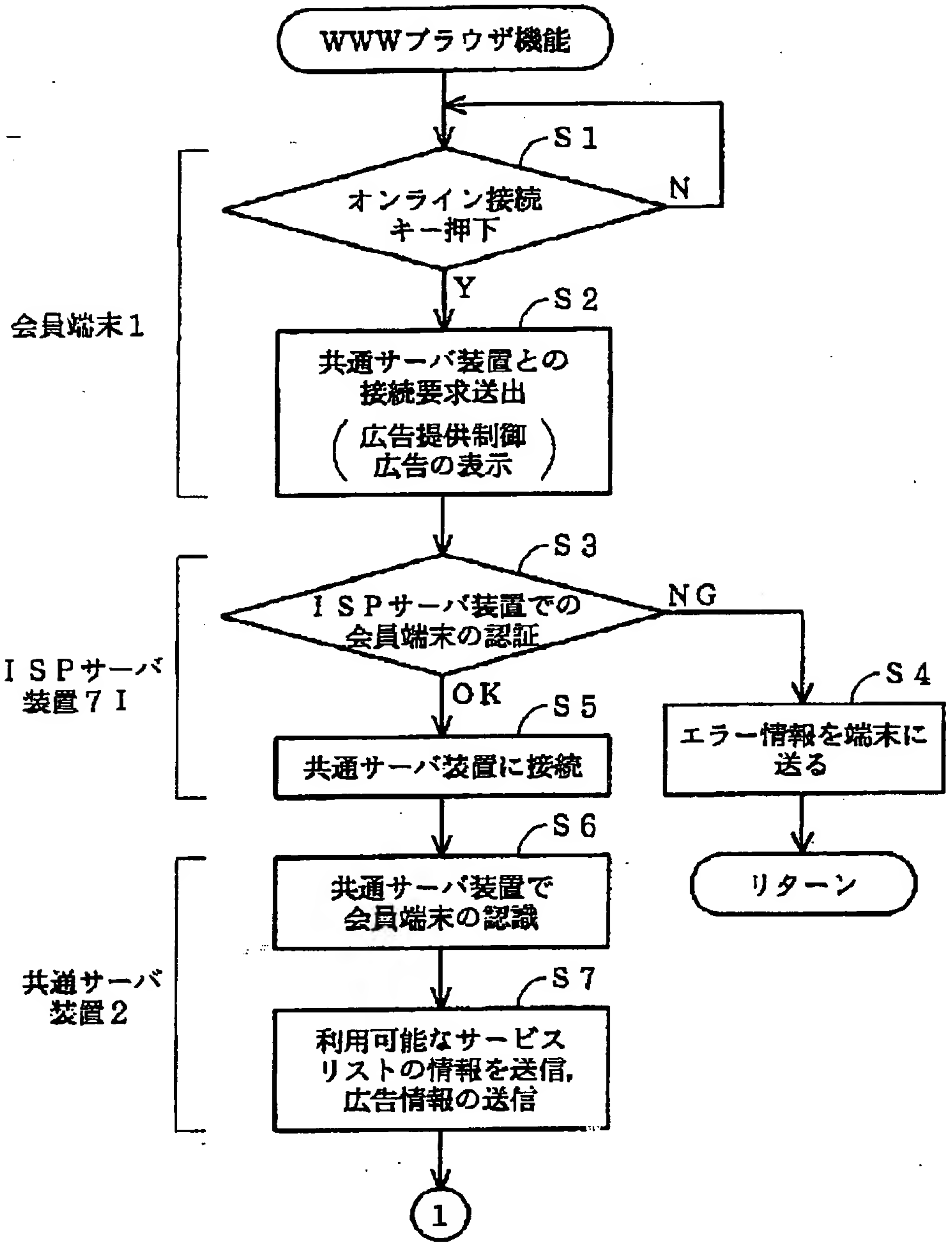
[Drawing 4]


9
10
23ファクシミリサーバ
ISDN PSTN
GBFAX
FAX
BOX
21マスターサーバ
22MAILサーバ
23M
24着信通知サーバ
ユーザ
情報
Mail
BOX
21M
22M
ローカル
コンテンツ
DB
ローカル
コンテンツ
DB
(リモート)
27コンテンツ用
Proxy
サーバ
25HTTPDサーバ
26コンテンツ
サーバ
26A
26B
インターネット
8

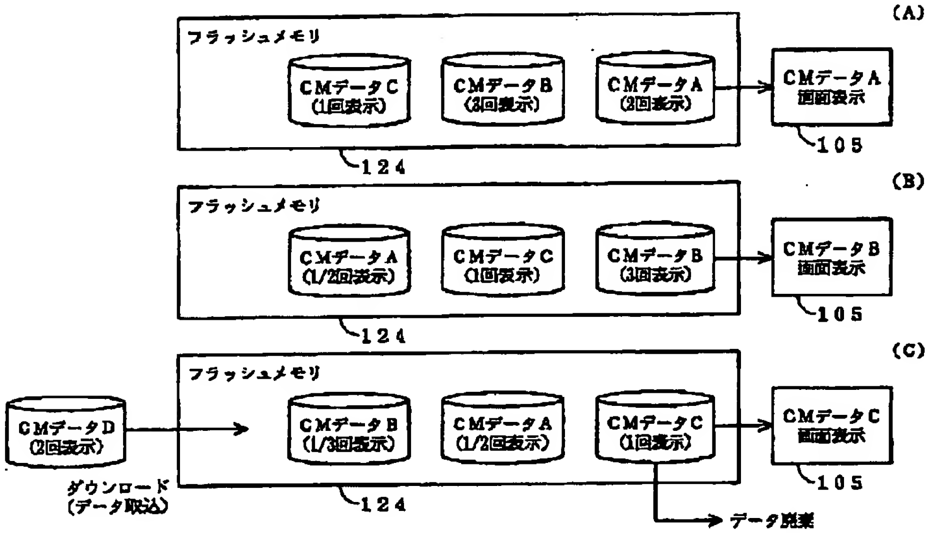
[Drawing 6]


110
111
112
RF
処理部
113
送受信データ
処理部
114
100MC
100SP
115
120
109
ジョグ
ダイヤルスイッチ
121
SW
システムコントロール部
(CPU)
テンキー
(表)
102
LED
126
キー部
(内側)
108
125
LCDドライバ
LCD
105
タッチパネル
106
ブザー
127
DRAM
123
フラッシュ
メモリ
124
ROM
122

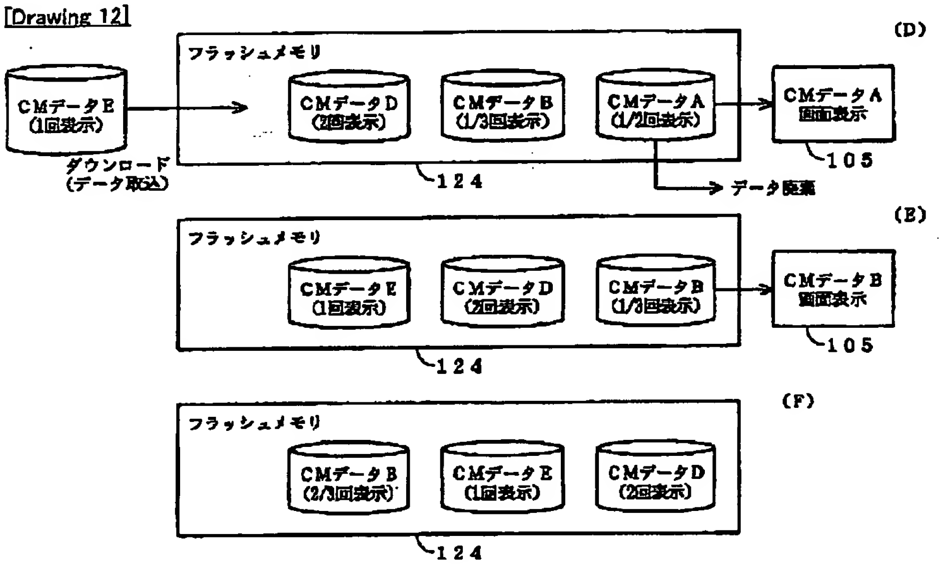
[Drawing 7]


WWWブラウザ機能
S1
オンライン接続
キー押下
N
Y
S2
共通サーバ装置との
接続要求送出
（広告提供制御
広告の表示）
会員端末1
S3
ISPサーバ装置での
会員端末の認証
NG
ISPサーバ
装置7I
OK
S5
S4
共通サーバ装置に接続
エラー情報を端末に
送る
S6
共通サーバ装置で
会員端末の認識
リターン
共通サーバ
装置2
S7
利用可能なサービス
リストの情報を送信,
広告情報の送信
1

[Drawing 11]


(A)
フラッシュメモリ
CMデータC
(1回表示)
CMデータB
(3回表示)
CMデータA
(2回表示)
CMデータA
画面表示
105
124
(B)
フラッシュメモリ
CMデータA
(1/2回表示)
CMデータC
(1回表示)
CMデータB
(3回表示)
CMデータB
画面表示
105
124
(C)
フラッシュメモリ
CMデータD
(2回表示)
ダウンロード
(データ取込)
CMデータB
(1/3回表示)
CMデータA
(1/2回表示)
CMデータC
(1回表示)
CMデータC
画面表示
105
124
データ廃棄

[Drawing 12]


(D)
フラッシュメモリ
CMデータE
(1回表示)
ダウンロード
(データ取込)
CMデータD
(2回表示)
CMデータB
(1/3回表示)
CMデータA
(1/2回表示)
CMデータA
画面表示
105
124
データ廃棄
(E)
フラッシュメモリ
CMデータE
(1回表示)
CMデータD
(2回表示)
CMデータB
(1/3回表示)
CMデータB
画面表示
105
124
(F)
フラッシュメモリ
CMデータB
(2/3回表示)
CMデータE
(1回表示)
CMデータD
(2回表示)
124

[Translation done.]

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